

# DAVID BRUGGISSER

Product Designer & Marketer | [www.dbruggisser.fr](http://www.dbruggisser.fr)

Swiss citizen looking for opportunities in digital product design & marketing

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Fluent in French & English

## Work Experience

### User Experience Designer

Nurun – Publicis Group

Paris, France

Feb. 2016 - July 2016

- Developed user flows, wireframes and prototypes (for AXA, LVMH & Accor Hotels)
- Formulated personas, user scenarios and customer journeys (for Omega & SNCF)
- Designed and conducted 16 usability tests (for Accor Hotels)
- Created storyboards and wireframes for an innovative tech product (for Soörüz)

### E-CRM Project Manager for Europe

L'Occitane en Provence

Paris, France

July 2015 - Dec. 2015

- Managed the entire email marketing process – including copywriting, design, coding and deployment through Adobe Campaign
- Implemented testing and segmentation strategies – A/B testing of subject lines, content, images and offers – which drove higher open and click-through rates
- Developed automated Excel spreadsheets to reduce by 70% the time spent on creating custom landing pages

### Digital Marketing Analyst

Natixis Global Asset Management – BPCE Group

Boston, USA

July 2012 - Dec. 2012

- Created and presented key business and industry analysis to senior management
- Coordinated the creative and content teams on the “Durable Portfolio Construction” project – [www.durableportfolios.com](http://www.durableportfolios.com)

## Education

### EDHEC Business School – GPA 16/20 – Top 5%

Double Degree Master in Management/MSc in Marketing Management

Coursework: Customer centric-marketing, design thinking & strategic CRM

Lille, France

July 2017

### Startup Institute (product design bootcamp)

Intensive professional accelerator run by TechStars Boston

Coursework: Front-end development (HTML, CSS, JavaScript) & user experience

Boston, USA

Summer 2013

### Northeastern University, D'Amore – McKim School of Business – GPA 3.5/4

Bachelor of Science in Business Administration – cum laude

Boston, USA

May 2013

## Extracurricular Activities

### Explora (a digital fast track program from EDHEC)

Project Manager & Designer

- Formulated a product strategy through user experience research
- Created the product's visual design & prototype – [bit.ly/2lPdRMw](http://bit.ly/2lPdRMw)
- Won the jury award for best project

### EDHEC North Race (Action sports club)

Event Organizer & Designer

- Organized a one week surf trip for 100+ students
- Revamped the brand identity and created brand guidelines

## Professional Skills

### Technical skills

HTML/CSS

Adobe CC

Sketch

Framer

Invision

Webflow

MS Office

Google Analytics

### Specific skills

Project Mgmt.

Product Design

Critical Thinking

Marketing

UX Design

Ecommerce

## Interests

 Surfing

 Photography

 15+ Countries

 Fitness